

Appendix A

Glossary

Approach. A means by which to move toward meeting an objective or goal.

Central Location Intercept Interviews.

Interviews conducted with respondents stopped at a highly trafficked location frequented by individuals typical of the desired target audience.

Community. An interacting population of various kinds of individuals sharing some commonality together within a larger society.

Epidemiologist. A scientist who deals with the incidence, distribution, and control of disease in a population.

Focus Group Interviews. A type of qualitative research in which an experienced moderator leads about 8 to 10 respondents through a discussion of a selected topic, allowing them to talk freely and spontaneously.

Gatekeeper. Someone you must work with before you can reach a target audience (e.g., a schoolteacher) or accomplish a task (e.g., a television public service director).

Goal. The overall improvement the program will strive to create.

Human Subject Review Board.

A specially constituted review body established or designated by your agency for the purpose of protecting the rights and welfare of human subjects involved in research projects.

In-Depth Interviews. A form of qualitative research used to find out what people think and feel about a given topic.

Informed Consent. Persons who participate in research should have the opportunity to choose what will or will not happen to them. Three necessary elements of informed consent are full disclosure, adequate comprehension, and voluntary choice.

Institutional Review Board (IRB).

A specially constituted review body established or designated by your agency for the purpose of protecting the rights and welfare of human subjects involved in research projects.

Objective. A quantifiable statement of a desired program achievement necessary to reach a program goal.

Outcome Evaluation. Evaluation conducted to identify a program's accomplishments and effectiveness; also called end-stage or impact evaluation.

Pretest. A type of formative research that involves systematically gathering target audiences reactions to messages and materials before they are produced in final form.

Process Evaluation. Evaluation to study the functioning of components of program implementation; includes assessments of whether materials are being distributed to the right people and in what quantities, whether and to what extent program activities are occurring, and other measures of how the program is working.

PSA (Public Service Announcement).

A message for the public's good for which outlets do not charge.

Qualitative Research. Research that is subjective in that it involves obtaining information about feelings and impressions from small numbers of respondents. The information gathered usually should not be described in numerical terms, and generalizations about the target populations should not be made.

Quantitative Research. Research designed to gather objective information from representative, random samples of respondents; results are expressed in numerical terms (e.g., 35% are aware of X and 65% are not). Quantitative data are used to draw conclusions about the target audience.

Reach. Term refers to the number of different people or households exposed to a specific media message during a specific period of time.

Self-Administered Questionnaires.

Questionnaires that mailed directly to the respondents and are filled out by respondents themselves, or filled out by respondents gathered at a central location.

Target Audience. The desired or intended audience for program messages and materials (see segmentation). The primary target audience consists of those individuals the program is designed to affect. The secondary target audience is that group (or groups) that can help reach or influence the primary target audience.

Theater Tests. A large group of audience members reviews draft materials, which are embedded into other materials, and are asked to respond to brief written surveys.